

LAW OFFICES  
**PAULEY PETERSEN KINNE & ERICKSON**  
SUITE 365  
2800 WEST HIGGINS ROAD  
HOFFMAN ESTATES, ILLINOIS 60195

TELEPHONE (847) 490-1400  
FACSIMILE (847) 490-1403

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DOUGLAS H. PAULEY  
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CHARLES C. KINNE  
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ROLAND W. NORRIS  
ERIC T. KRISCHKE  
MELANIE J. RAUCH  
MARGARET M. CROSBY

**FACSIMILE**

OF COUNSEL  
THOMAS W. SPECKMAN  
ROBERT C. RYAN

To: Ex. Elaine Gort 703.746.7240  
Company: USPTO Group 2167  
From: ~~Roland Norris~~  
Re: 09/418,744  
Date: 1/22/02

Number of pages being transmitted, including cover sheet: 16

*Proposed claims per our telephone interview. I've  
also added a few new proposed claims. I will call  
to discuss same. Respectfully,*

*Roland W. Norris*  
32,799

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Willard J. WEIBEL )  
              Maria Elena LOPEZ ) Group No.: 2167  
              John METSIG )  
Serial No.: 09/418,744 )  
Filing Date: 15 October 1999 ) Examiner: E. Gort  
Title: A METHOD FOR ELECTRONICALLY )  
       MERGING DIGITIZED DATA SYSTEM OF )  
       GENERATING BILLING STATEMENTS )  
       FOR PUBLISHED ADVERTISING )

INFORMALLY PROPOSED AMENDMENT B FOR DISCUSSION WITH  
EXAMINER

Responsive to the telephonic interview of 15 January, Applicants  
would suggest amendment to the above-identified application as follows:

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being facsimile transmitted to the U.S. Patent and Trademark Office, #703-746-7240 on

22 January 2002

22 Jan 02  
Date

*Roland W. Norris*  
Signature

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RWN/pc

Serial No.: 09/418,744

*In the Claims:*

1. (Twice Amended) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:
  - a. printing and publishing a publication with customer advertisements;
  - [a.] b. establishing a unique customer identifier for each customer;
  - [b.] c. creating a first digital document representing an advertisement image with a unique advertisement identifier and associating the customer identifier with the advertisement identifier;
  - [c.] d. creating a second digital document representing an invoice for advertisements and associating the unique customer identifier therewith;
  - [d.] e. finding the first digital document in a first advertisement database and copying the first digital document to an invoice database;
  - and
  - [e.] f. storing the first and second digital documents in a common file.

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8. (Twice Amended) A method of constructing a billing statement for advertising customers placing advertisements in print publications, comprising:

a. creating a printed advertisement image on a printed publication page; *that has unique printed identifier*

[a.] b. establishing a unique customer identifier for each customer;

[b.] c. creating a first digital document representing [an] the printed advertisement image with a unique print advertisement identifier and associating the unique customer identifier with the unique print advertisement identifier;

[c.] d. creating a second digital document representing [a] an image of the printed publication page [image with] containing the printed advertisement image and associating the [publication page image] second digital document with the unique print advertisement identifier;

[d.] e. creating a third digital document representing an invoice for [advertisements] the printed advertisement image including specifying an identifier range for invoiced print advertisements;

[e.] f. finding the first digital document by searching the unique customer identifier in a first database and copying the first digital document to an invoice database and listing each found first digital document as a line item on the invoice;

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[f.] g. finding the second digital document and copying the second digital document to the invoice database; and

[g.] h. storing the first and second digital documents in a common file associated with the third digital document.

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15. (Twice Amended) A method of constructing a billing statement for published advertisements comprising:

- a. establishing a unique customer identifier for a customer to be billed;
- b. creating a digital billing invoice document and associating the digital billing invoice document with the unique customer identifier and storing the digital billing invoice document in an invoice file;
- c. creating a printed advertisement image on a printed publication page;
- d. creating a digital advertisement document representing the printed advertisement image with a unique advertisement identifier and associating the unique customer identifier with the unique advertisement identifier and storing the digital advertisement document in an advertisement database;
- e. creating a digital publication page representing the printed publication page, with the digital advertisement document thereon, and having a unique page identifier; and associating the unique page identifier with the unique advertisement identifier and storing the digital publication page document in a publication page database;

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f. searching for digital advertisement documents in the advertisement database according to the customer identifier, identifying digital advertisement documents according to the customer identifier, and copying identified digital advertisement documents to the invoice file;

g. searching for digital publication pages associated with the digital advertisement documents in the publication page database and copying the associated digital publication pages to the invoice file; and

h. cross referencing the billing invoice, advertisement, and publication page digital documents in the invoice file.

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*Please add claims 21-26 as follows:*

21. (added) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:

- a. creating a printed advertisement image on a printed publication page;
- b. establishing a unique customer identifier for each customer;
- c. creating a first digital document representing at least the printed advertisement image with a unique advertisement identifier and associating the customer identifier with the advertisement identifier;
- d. creating a second digital document representing an invoice for printed advertisements and associating the unique customer identifier therewith; and
- e. enabling access to the first digital document through the second digital document.

22. (added) The method of claim 21 further including the step of creating a third digital document representing the printed publication page image containing the advertisement image and associating the third digital document with

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the unique advertisement identifier and enabling access to the third digital document through the second digital document.

23. (added) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:

- a. creating a printed advertisement image on a printed publication page;
- b. establishing a unique customer identifier for each customer;
- c. creating a first digital document representing one of the printed advertisement image or the printed publication page with a unique advertisement identifier, and associating the customer identifier with the unique advertisement identifier;
- d. creating a second digital document representing an invoice for advertisements and associating the unique customer identifier therewith; and
- e. enabling access to the first digital document through the second digital document.

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24. (added) The method of claim 22 wherein the step of enabling access includes displaying the first and second digital documents in human readable format.

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25. (added) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:

- a. establishing a unique customer identifier for each customer;
- b. creating a first digital document representing a printed and published advertisement image with a unique advertisement identifier and associating the unique customer identifier with the unique advertisement identifier;
- c. creating a second digital document representing a printed and published publication page image containing the printed and published advertisement image and associating the second digital document with the unique advertisement identifier;
- d. creating a third digital document representing an invoice for printed and published advertisements including specifying an identifier range for invoiced printed and published advertisements;
- e. finding the first digital document by searching the unique customer identifier in a first database and copying the first digital document to an invoice database;
- f. finding the second digital document and copying the second digital document to the invoice database;

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g. storing the first and second digital documents in a common file associated with the third digital document; and

h. enabling access to at least one of the first and second digital documents through the third digital document.

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26. (added) A method of constructing a billing statement for advertising customers placing advertisements in printed publications, comprising:

- a. establishing a unique customer identifier for a customer to be billed;
- b. creating a digital billing invoice document and associating the digital billing invoice document with the unique customer identifier and storing the digital billing invoice document in an invoice file;
- c. creating a printed advertisement image on a printed publication page;
- d. creating a digital advertisement document representing the printed advertisement image with a unique advertisement identifier and associating the unique customer identifier with the unique advertisement identifier and storing the digital advertisement document in an advertisement database;
- e. creating a digital publication page representing the printed publication page, with the digital advertisement document thereon, and having a unique page identifier; and associating the unique page identifier with the unique advertisement identifier and storing the digital publication page document in a publication page database;

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f. searching for the digital advertisement document in the advertisement database according to the customer identifier, identifying the digital advertisement document according to the customer identifier, and displaying the identified digital advertisement document in human readable form;

g. searching for the digital publication page associated with the digital advertisement documents in the publication page database and displaying the identified digital advertisement document in human readable form; and

h. cross referencing the billing invoice, advertisement, and publication page digital documents in the invoice file.

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### REMARKS

Under the Proposed Amendment the claims under consideration are 1-26. Claims 1, 8, and 15 would be amended. Claims 21-26 would be added.

A telephonic interview was conducted between the undersigned attorney and Examiners Elaine Gort and Doug Hess on 15 January 2002. During the interview it was agreed that Claim 8 would contain allowable subject matter if the claim was amended to contain reference to a positively recited printed and published advertisement and publication page. Claims 1, 8 and 15 would be amended hereby to positively recite the published advertisement and publication page.

Claims 21-26 would be added hereby to more particularly point out the unique features of the invention wherein an image of the advertisement or an image of the published page containing the advertisement, or both, are accessible through association with the invoice statement document. Support for the language of the added claims can be found in the specification at page 4, line 5.

If the Examiner detects any issue which the Examiner believes Applicants have not addressed in this response, Applicants' undersigned attorney requests a telephone interview with the Examiner. The undersigned can be reached at (847) 490-1400.

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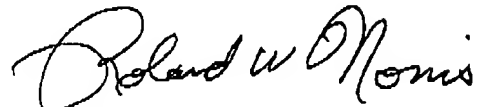
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Applicants sincerely believe that the proposed amendments will place this patent application in condition for allowance.

Favorable consideration is requested.

Respectfully submitted,



Roland W. Norris  
Regis. No. 32,799

Pauley Petersen Kinne & Erickson  
2800 West Higgins Road, Suite 365  
Hoffman Estates, Illinois 60195  
PHONE: (847) 490-1400  
FAX: (847) 490-1403

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